

Social Media: Merits and Demerits.

1. Introduction.

Social media plays a huge role in society by enabling people to be connected with each other, earn money, spread awareness, make protest for rights however it can have negative impacts such as wastage of time, spread of violence, exposure to orange content and brain washing people.

2. Merits of Social Media.

2.1 It is a platform to connect with others.

a Make friends.

b Enables networking and collaboration.

2.2 Information sharing and Access.

a Real-time news and updates

b Access to educational resources and knowledge.

2.3 Personal Expression and Creativity.

a Platform for self-expression and creativity.

b Showcase talents and skills.

2.4 ~~Business and Economic opportunities~~
a ~~Marketing and advertising channels~~
b ~~E-commerce and Entrepreneurship.~~

3 ~~Demerits of social media.~~

3.1 ~~Mental Health concerns.~~

a ~~Anxiety, depression and loneliness.~~

b ~~Sleep deprivation and addiction.~~

3.2 ~~Cyber Bullying and Harassment.~~

a ~~Online abuse and intimidation.~~

b ~~Emotional distress and trauma.~~

3.3 ~~Misinformation and Disinformation.~~

a ~~Spread of fake news and propaganda.~~

b ~~Erosion of trust in institutions.~~

3.4 ~~Privacy and Security Risks.~~

a ~~Data breaches and identity theft.~~

4 ~~Conclusion.~~

~~Social media's benefits and~~
~~drawbacks necessitate responsible~~
~~usage and regulation.~~

interesting start good

With over 4.2 billion users social media has become an indispensable part of modern life, but ~~is its impact entirely positive?~~ All depends on how a user use it. if a student use it for scrolling or use it for gaining knowledge, all depend on the student. Social Media plays a huge role in society by enabling people to be connected with ~~each other, earn money, spread awareness, make protest for rights~~ however, it can have negative impacts such as ~~wastage of time, spread of violence, exposure to cringe content and brain washing people.~~

Firstly, introducing social Media, social media platform are platform where huge number of people have their ~~accounts and can connect with each other~~ through messages, becoming followers or liking the page. As the technology is emerging, daily different new social media platform come to the world but the most popular are youtube, facebook, Instagram, snapchat and twitter.

There are many merits of social media but the most important is it allow people from all over world and to get to know each other. People share their likes and dislikes, cultures, tradition, weddings each and every thing on their social media pages. and by going through each other's id they come to know each other's culture. For example, Instagram is the best platform to connect. Even people from different countries connect with this and the cases of marriages through social media platform increasing, which shows that how social media helps in making connections and make friends.

Moreover, it also social media has become a great source for people to connect and make collaborations. People from all over the world can promote themselves by collaborating with renowned accounts. Collaboration is also increased now a-days between the popular social media users to get views, it is a great source to connect with people from all over the world.

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Additionally, social media is a great source for sharing and accessing the information. The information on it is updated in minutes and hours, so it is a great source to get the news and updates about the world. The pages like News Today, Hello Pakistan are present on Instagram which posts about the condition of Pakistan and world. The information here is accurate because of renowned name and up to date. Therefore, social media enables people to be aware of what is happening around and be updated about the conditions of the world.

In addition to this, social media platforms are good source of educational knowledge. Now-a-days, in this modern world, accessing the information has become easy. Student can get knowledge about his interests and subjects by using social media platforms. Platforms like Youtube are the most used source for educational purposes, famous professors have channels on Youtube and they are sharing the information and conceptual lectures through them. This has enabled students to easily understand the queries that

they are facing in understanding a hard topic without worrying for it.

Furthermore, social media enables people to show their personal expression and creativity, it is the biggest merit of social media. In old ages, people did not had any source through which they could their talent and skills, but after the invention of social media, it has become easy for them to showcase their talent. Some of the examples of platform are arts for therapy, calligraphy by amona are example that how people have get platform to show their skills. Thus, social media has enable people to become popular for their talent.

Moreover, social media enables the people to start the business just by making their account and to make them economically strong. Business that are not so popular making their accounts on social media platform and advertise their products so that they become popular in audience. The brands like Colant, Tapal are great example that how they have done their marketing. Hence social media enables

the people to market the business and to do economically good.

Not only ~~but~~ advertisement, the people can do ~~also~~ ~~more~~ through social media. People who are at home can easily use social media to do their business and become financially independent. They just have to make their products and sell it through social media platform. Instagram has become a place for entrepreneurs to sell their products. Sazo, Casual by her are the examples that how social media have given platform to people to do business on their own.

~~However as everything has pros and cons, likewise social media has both merits and demerits.~~

One of the great concern of social media is that, its spread the Anxiety and depression. As the use of social media has increased, the problem of Mental Health issues are also increased. People are watching other people's life through social media platform and ~~have~~ develop inferiority complex because of the

Lavish lifestyle of social media users which affects their mental health. Research has shown that most of the users of social media users are youth and the depression and anxiety level of youth is increasing day by day. This shows that how social media users get depression anxiety. Therefore the biggest disadvantage of social media is the increasing mental health concerns.

In addition to anxiety and depression, sleep deprivation and addiction has also increased because of increase use of social media which is a great concern for mental health problems. Users of the social media has become addicted to social media platforms and due to this the sleep cycle of them is disturbed. It has been found out that the people who use mobile before going to bed have difficulty in sleeping. It shows that how social media ruin the sleep cycle of a person and it affects the mental health of people.

Furthermore, social media users are more open to cyberbullying and intimidation. Social media users ~~use~~ post their pictures and all their life on social media which results in harassment by many other users either by doing something to their picture or by any means. The cases of cyberbullying is increasing day by day in the world which the owners of social media platforms should take it seriously. Hence the great demerit of social media is cyberbullying and harassment.

Moreover, the social media is also home to emotional distress and trauma. The public profile users are always open to comments and reaction of users and audience. A lot of hate comments also come to them, which causes emotional trauma to them. The cases of suicide have also increased due to social media hate. Thus the social media is very much heard place.

However, social media can be home to fake news and propaganda. It is easy to post news and anything on the social media, there is no check and balance.

system, so the user can spread any fake news to spread a false narrative and a propaganda against anyone. It was found out that there were many fake accounts of user that were doing a propaganda against Pakistan and the ids were found out to be of Indian. This shows that how it is easy to spread fake news and propaganda by using social media platforms.

Not only the fake news is spread but the fake news can erode the trust of any institute. The people who are against the institution can spread a rumour against that institute which can end the trust of any institute or company. Back some 2 years ago, a propaganda was started against dairy milk chocolate that they are made of pork which had given so much loss to the company because of just a fake rumour. This shows that social media is very much harmful and can easily persuade user.

Lastly, Another ~~dismerit~~ of social media is that the personal information and security is at risk. The ~~Hackers~~ can hack the id and use the data against the person. Nowadays a scam has started in which a person is not aware that his/her account is hack and hacker demands money from their friends. The famous case was about 10 lacs were borrowed from a Hacker and the person didn't know about it. ~~This shows that~~ ~~social media can be very harmful~~ to the person.

To conclude, that social media has both ~~pros~~ and cons. and it has a great role in society. as well as harmful to society. all depends on ~~the user~~ ~~hope~~ that all the ~~weakness~~ of the social media will be resolved.